

IML SUSTAINABLE MEETING SOLUTIONS

FACT SHEET

Reduce and offset the environmental impact of your meeting using IML technologies



IML's green meeting solutions reduce waste while engaging participants in more productive meetings

PAPERLESS MEETINGS

The Communicator, IML's premier interactive meeting system, allows you to gather information from your audience electronically through numeric and text responses eliminating the unnecessary need of paper. Results are faster and provide accurate metrics to measure learning and meeting success.

TARGETED FEEDBACK

This unique technology combined with our online registration empowers the audience members to choose which presentations or support materials they want to receive via email. Through SmartCard IDs, we can target which audience members need follow up and in which specific areas.

HYBRID MEETINGS

Expand your reach without increasing your carbon footprint. Online attendees can participate with on-site attendees through a live web cast that allows them to see and hear the speaker, the presentation, and participate in live surveys or team-building games. We can also link multiple site venues in real time, saving you travel expenses and employee time away from the office while reducing your environmental impact.

OFFSET FUNDRAISERS

Empower participants to engage in pledge donations or charity auctions using our fundraising technology. You'll see a significant increase in results and sustainability when purchasing carbon offsets or giving back to the local community.

IML
www.imlaudienceresponse.com

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CASE STUDY

THE CHALLENGE

Miller Tanner Associates desired a green meeting solution for a pharmaceutical drug study. This type of meeting would normally include air and ground transportation for more than one hundred participants from several dozen sites, energy for production elements, as well as a sizable amount of paper for registration, handouts and feedback.

The challenge was to reduce waste, carbon footprint and mitigate negative environmental impact without compromising the training, interactive format and informational elements of the meeting.



SOLUTION

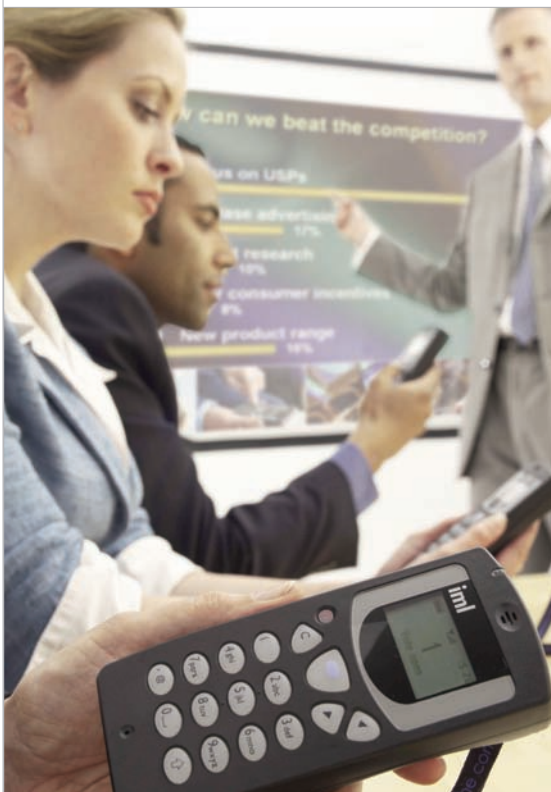
IML's North America team worked closely with Miller Tanner Associates to identify key areas of data collection, certification and interactive communication. IML's team created, managed and supported an online meeting solution that streamlined the entire meeting process from registration to presentation to feedback. Upon online registration, sites were given access to their meeting room.

IML's online technical staff and producer facilitated the meeting in which multiple moderators and presenters had access to speak, present and interact with the audience. The online interface was used throughout the meeting to capture and manage questions, which sites could enter at any time for Q&A sessions or later analysis. This online solution also allowed testing and certification of each site.

Event materials, binders and surveys were distributed in a digital format. This valuable information was not only presented and collected in an environmentally responsible format, but also a more effective and efficient manner.

OUTCOME

The event was a successful example of an interactive Sustainable Meeting Solution that accomplished all of the key green objectives including; zero carbon emissions from travel, elimination of paper waste and reducing the total energy consumption of the event. The meeting qualified as a terrific green success story.



“Translating our clients’ needs into real solutions is one of Miller Tanner Associates main objectives when planning a meeting and having a partner like IML to assist us with that goal is invaluable. Through constant communication and a caring approach to our challenges, everyone at IML works together to achieve a solution. No one has a customer service approach like IML - they are simply the best!”

Marnie Miller Battistini, CEO of Miller Tanner Associates